

Mahatma Education Society's
Pillai HOC College of Arts, Science & Commerce (Autonomous)
Rasayani

Affiliated to University of Mumbai
NAAC Accredited with "A+" Grade in cycle II
ISO 9001:2015 Certified



SYLLABUS

**Bachelor of Arts (B.A.) in Multimedia and Mass
Communication**

F.Y. B.A.M.M.C.

As per National Education Policy 2020
Academic Year 2026-27



Mahatma Education Society's

College Code: 870

PILLAI HOC COLLEGE OF ARTS, SCIENCE & COMMERCE

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(NAAC Accredited 'A+' Grade, CGPA - 3.26 in Cycle 2 & ISO 9001:2015 Certified)

Affiliated to the University of Mumbai, Approved by Government of Maharashtra

(AUTONOMOUS COLLEGE)

Sr. No.	Name	Composition Category	Signature
1	Mr SujithBabu S.	Chairperson & Head of the Department	
2	Dr Rinkoo Shantanu	Principal	
3	Mr Binit Kumar	Vice Principal	
4		Vice Chancellor's Nominee	
5	Dr Saleha Syed	Subject Expert from outside Parent University	
6	Dr Santhi U.	Subject Expert from outside Parent University	
7		Industry Representative	
8	Mr ShubhamKoltekar	Alumni Representative	
9	Ms KalavatiUpadhyay	Member (Economics)	
10	Ms DishaChotaliya	Member (Mass Media)	
11	Ms AnkitaSurve	Member (English)	
12	Mr Sumer Pawar	Member (English)	
13	Ms PoorviKumbhare	Member (English)	
14	Ms RachnaChoraghe	Member (Economics)	
15	Ms AnttoAnisha	Member (Economics)	

Introduction

The Bachelor of Arts in Multimedia and Mass Communication (B.A.MMC) is a dynamic, interdisciplinary undergraduate program designed to prepare students for the fast-evolving world of media, communication, and digital content creation by blending theoretical foundations in journalism, advertising, public relations, film studies, and communication theories with extensive hands-on training in multimedia production and emerging technologies. In an era where information travels instantly across social media, streaming platforms, podcasts, websites, and traditional broadcasts, the program equips students with versatile skills in content creation, digital media tools, journalism and reporting, advertising and public relations, film and television production, and new-age specializations such as digital marketing, OTT content, podcasting, AR/VR storytelling, and AI in media. Emphasizing a balance between creative expression, critical thinking, ethical responsibility, and technical proficiency, the curriculum enables students to produce compelling content while critically analyzing the media's role in shaping public opinion, culture, and democracy, with internships, live projects, studio work, media labs, and industry interactions ensuring graduates are industry-ready.

Programme Outcomes (POs)

PO No.	PO Title	POs in brief
PO1	Fundamental Knowledge Acquisition	Graduates will demonstrate a comprehensive and foundational knowledge of their chosen discipline along with an awareness of interdisciplinary connections.
PO2	Critical Thinking and Analytical Reasoning	Graduates will be able to analyse complex problems, synthesize data from multiple sources (qualitative and quantitative), and employ logical reasoning to formulate well-supported conclusions and arguments.
PO3	Effective Communication	Graduates will exhibit proficiency in both written and oral communication, articulating ideas clearly, persuasively, and ethically to diverse audiences
PO4	Problem Solving	Graduates will possess the ability to identify, formulate, and design solutions for real-world problems in their professional or social contexts, applying relevant theoretical knowledge and practical skills.
PO5	Information and Digital Literacy	Graduates will demonstrate the capability to locate, evaluate, and effectively use information from various sources, and utilize modern tools and Information and Communication Technology (ICT) for professional and academic tasks.
PO6	Research Skills and Scientific Temperament	Graduates will develop a sense of inquiry and research methodology, including the ability to design experiments (where applicable), collect and analyse data, and interpret results while maintaining scientific rigor and intellectual honesty.
PO7	Ethical Reasoning and Professional Integrity	Graduates will recognize ethical dilemmas, commit to professional and academic ethics, and demonstrate an understanding of moral and social responsibilities in their personal and professional conduct.
PO8	Employability and Professional Skills	Graduates will acquire the necessary job-ready skills, managerial competencies, and professional values to secure gainful employment or pursue advanced education in their respective fields.
PO9	Environmental and Sustainability Consciousness	Graduates will understand the importance of environmental conservation and sustainable development, displaying responsibility toward ecological challenges and advocating for healthy environmental practices.
PO10	Life-Long Learning	Graduates will develop the capacity for independent and self-directed learning to continuously upgrade their knowledge and skills, enabling them to adapt to rapid technological and societal changes.
PO11	Civic and Social Responsibility	Graduates will act as responsible citizens with an informed awareness of constitutional values, engaging proactively in community development and addressing social needs.
PO12	Empathy and Social Intelligence	Graduates will be able to cultivate and demonstrate affective, interpersonal, social and emotional intelligence.

Programme Specific Outcomes (PSOs)

PSOs. No.	PSO Title	PSOs in brief
PSO1	Media Theory and Critical Analysis	Graduates will be able to apply mass communication theories, media ethics, and laws to critically analyse media content, its societal impact, and contemporary media issues.
PSO2	Multimedia Content Creation	Graduates will be able to create, edit, and produce professional-quality multimedia content (text, audio, video, graphics, and animation) using industry-standard tools for print, broadcast, digital, and social media platforms.
PSO3	Strategic Communication and Campaigning	Graduates will be able to design, execute, and evaluate integrated communication campaigns in advertising, public relations, corporate communication, and digital marketing with a focus on audience behaviour and branding.
PSO4	Journalism and Emerging Media Practices	Graduates will be able to demonstrate journalistic excellence and technical proficiency in producing credible, engaging, and ethical content across traditional and emerging platforms including OTT, podcasts, short-form video, and immersive storytelling.

Evaluation Pattern

Marking Code	Marking Scheme
A	50 Marks Semester End Exam, 50 Marks Continuous Assessment (distributed within 15 Marks Class Test, 15 Marks Presentation & Assignment, 10 Marks Online Quiz, 10 Marks Attendance & Class Participation)
B	50 Marks Semester End Exam
C	100 marks Continuous Assessment (distributed within 30 Marks Class Test, 30 Marks Presentation & Assignment, 30 Marks Online Quiz, 10 Attendance & Class Participation)
D	50 Marks of Continuous Assessment (distributed within 15 Marks Class Test, 15 Marks Presentation & Assignment, 10 Marks Online Quiz, 10 Marks Attendance & Class Participation)
E	50 Marks Practical Examination (distributed within 30 Marks Practical Module 1 & 2, 10 Marks Journal, 10 Marks Viva)
F	50 Marks Paper (25 Marks Continuous Assessment 25 Marks distributed in 10 Marks assignment 5 Marks Presentation, 10 Marks Attendance & Class Participation, 25 Marks Semester End Exam)

Course Structure

Semester I							
Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lecture/ Week	Evaluation Pattern
HUAMC101	Major	Fundamentals of Mass Communication	Theory	100	3	3	A
HUAMC102	Major	Introduction to Journalism	Theory	100	3	3	A
HUAMC103	Minor	Content Writing	Theory	100	3	3	A
HUAMC104	SEC	Introduction to Multimedia	Theory	100	3	3	A
HUAMC105	IKS	Artistic and Cultural Heritage of India	Theory	50	2	2	D
HUAEC101	AEC	Communication Skills in English -I	Theory	50	2	2	D
HUVEC101	VEC	Fundamentals of Social and Emotional Skills	Theory	100	3	2	C
HUOE102	OE	Information Communication Technology/ Basics of Marketing Mix	Theory	100	3	2	C
Total					700	22	**

Abbreviations:

SEC: Skill Enhancement Course

AEC: Ability Enhancement Course

VAC: Value Added Course

VEC: Value Education Course

IKS: Indian Knowledge System

OE: Open Elective

BOS	MASS MEDIA				
Course	Fundamentals of Mass Communication				
Course Code	HUAMC101	Level	4.5		
			Theory	Practical	Total
Semester	I	Credits - 03	03	-	03
Type	Major1	No of Teaching hours	45	-	45
Evaluation/ Assessment	Total Marks	Semester End	Continuous	Practical	
	100	50	50	-	

Learning Objectives	
1	To acquaint learners to various forms and models of communication
2	To discuss the evolution of mass communication
3	To deliberate on the role of mass media in the society

Course Outcomes	
CO1	To understand the development of Mass Communication models.
CO2	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
CO3	To study the evolution of Mass Media as an important social institution.

Modules At Glance

Module No.	Content	No. of Hours	Mapping with CO
I	Introduction to Mass Communication	15	CO1
II	Major forms of Mass Communication	15	CO2
III	Impact of Mass Media on Society	15	CO3

Syllabus

Module No.	Content	No. of Hours
1	<p>Introduction to Mass Communication</p> <ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, 3. Interpersonal Communication, 4. Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc. 5. Models of Communication: Gerbner's Model, 6. Sociological Model, Gatekeeping Model, 7. Defleur's Model of the Taste- differentiated Audience Model, Hub Model, Sadharanikaran. 	15
2	<p>Major forms of Mass Communication</p> <ol style="list-style-type: none"> 1. From oral communication (Kirtan, Davandi, Powada, Nagara, etc) - Traditional & Folk Media 2. Print: Books, Newspapers, Magazines 3. Electronic communication - Broadcast: Television, Radio, Films 4. Digital communication - Internet 5. Social Media 6. Contemporary scene in Indian communication landscape 7. Advertising and Public Relations 	15
3	<p>Impact of Mass Media on Society</p> <ol style="list-style-type: none"> 1. Media's role in shaping the society, 2. Media and democracy, 3. Media for development, 4. Media and culture, 5. Media and gender, 6. Functions and dysfunctions of Mass Media 7. Challenges of Misinformation 	15
Case Study Scenario		
M1	<p>WhatsApp Misinformation and Mob Lynching in India</p> <p>Between 2017 and 2019, fake messages and videos about child kidnappers circulated widely on WhatsApp in several Indian states, leading to mob lynching incidents. This reflects the dangers of digital mass communication without gatekeeping, where misinformation spreads rapidly. The case highlights the dysfunctions of mass media, its negative impact on society and democracy, and the urgent need for media literacy and ethical communication.</p>	
M2	<p>COVID-19 Misinformation on Social Media</p> <p>During the COVID-19 pandemic, false information about cures and vaccines spread through social media and digital platforms in India. This caused fear, vaccine hesitancy, and poor health decisions. The case shows the powerful role of digital and social media, the influence of culture on message interpretation, and the challenge of misinformation, emphasizing the importance of responsible media and accurate public communication.</p>	

References:

1. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran and Dennis K. Davis
2. The Dynamics of Mass Communication: Media in Transition by Joseph R. Dominick
3. Communication Models by Uma Narula
4. Media and Society: Critical Perspectives by Graeme Burton
5. Britannica - Mass Communication Overview

Semester End Evaluation (50 Marks)**Time : 2 Hours****Paper Pattern**

Questions No.	Questions	Marks
1	Question 01 - Module 01	15
2	Question 02 - Module 02	15
3	Question 03 - Module 03	15
4	Question 04 - Case Study	05

BOS	MASS MEDIA				
Course	INTRODUCTION TO JOURNALISM				
Course Code	HUAMC102	Level	4.5		
			Theory	Practical	Total
Semester	I	Credits - 03	03	-	03
Type	Major	No of Teaching hours	45	-	45
Evaluation/ Assessment	Total Marks	Semester End	Continuous	Practical	
	100	50	50	-	

Learning Objectives	
1	To provide a comprehensive understanding of the origins and evolution of various media forms in India.
2	To provide an understanding of key elements that make information relevant and important enough to be reported as news.
3	To provide an Understanding of the impact of digital media and citizen journalism on traditional news models.
4	To Gain hands-on experience in visual and mobile journalism, utilizing photography and mobile tools for storytelling.

Course Outcomes	
CO1	Analyze the Evolution of Journalism in India
CO2	Understand the News Production Process
CO3	Apply Core Journalistic Principles and Formats
CO 4	Develop Practical Journalism Skills

Modules At Glance

Module No.	Content	No. of Hours	Mapping with CO
I	History of Journalism in India	15	CO 1
II	News and its process	10	CO 2
III	Principles and format	10	CO 3
IV	Journalism Training	10	CO 4

Syllabus

Module No.	Content	No. of Hours
1	<p>History of Journalism in India: Changing face of journalism from Guttenberg to new media Journalism in India: Earliest publications</p> <p>The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism.</p> <p>How technology advancement has helped media</p> <p>New media with special reference to rise the Citizen Journalism</p>	15
2	<p>News and its process:</p> <p>Definition of News ,The news process from the event to the reader What makes a good story, Anatomy of a news story</p> <p>Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.</p>	10
3	<p>Principles and format</p> <p>What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity</p> <p>Difference between a PR and a journalist Criteria for news worthiness</p> <p>Hard News / Soft News and blend of the two</p> <p>News Reports, Features Editorials</p>	10
4	<p>Journalism Training</p> <p>Careers & Roles in Modern Journalism</p> <p>Researching & Finding the Story Angle Covering</p> <p>Events & Real-Time Reporting</p> <p>Writing Essentials: Headlines, Leads, Captions & Feature Writing</p> <p>Visual & Mobile Journalism</p>	10
Case Study Scenario		
M1	<p>During a flood situation in a small town, local residents used mobile phones and social media platforms to share live videos and photos of submerged roads, stranded families, and relief needs. Some posts were verified and used by mainstream news channels, while a few exaggerated videos created panic. Journalists later investigated the situation, verified facts, and presented a detailed report.</p>	
M2	<p>In pre-independence India, newspapers played a crucial role in spreading nationalist ideas. After 1947, journalism focused on development issues. During the Emergency period (1975), press freedom was restricted. Today, digital platforms and independent news portals challenge traditional media with faster and interactive reporting</p>	

References Books

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect by Bill Kovach & Tom Rosenstiel

Semester End Evaluation (50 Marks)

Time : 2 Hours

Paper Pattern

Questions No.	Questions	Marks
1	Question 01 - Module 01	15
2	Question 02 - Module 02	15
3	Question 03 - Module 03	15
4	Question 04 - Case Study	05

BOS	MASS MEDIA				
Course	Content Writing				
Course Code	HUAMC103	Level	4.5		
			Theory	Practical	Total
Semester	I	Credits - 03	03	-	03
Type	Major	No of Teaching Hours	45	-	45
Evaluation/ Assessment	Total Marks	Semester End	Continuous	Practical	
	100	50	50	-	

Learning Objectives	
1	To equip learners for Content Writing as a potential career option
2	To understand basic principles of content writing apt for different platforms and different target audiences
3	To promote creative thinking and expression by the learners

Course Outcomes	
CO1	Develop an understanding of the basic concepts in Content Writing
CO2	To review essential grammar rules, punctuation, and writing style guidelines.
CO3	Develop the ability to write content and edit it suitably

Modules At Glance

Module No.	Content	No. of Hours	Mapping with CO
I	Introduction to Content Writing	15	CO1
II	Basics of Content Writing	15	CO2
III	Process of Content Writing	15	CO3

Syllabus

Module No.	Content	No. of Hours
1	<p>Introduction to Content Writing</p> <ol style="list-style-type: none"> 1. Need/Demand for and Scope of Content Writing, Role of the Content Writer 2. Content Writing in the age of the internet 3. Impact of Content on Branding 4. Process of Content Writing 5. Ethics of Content Writing - Avoiding plagiarism in Content Writing 6. Use of Artificial Intelligence (AI) in Content Writing 7. Challenges in Content Writing 	15
2	<p>Basics of Content Writing</p> <ol style="list-style-type: none"> 1. Grammar Refresher: With special emphasis on use of punctuations, prepositions, capital letters and lower case 2. Vocabulary building: Meaning, usage of words, Common errors: Homophones and common errors in English usage. 3. Basics of Visual Integration in Content 4. Types of Content Writing - emails, 5. Types of Content Writing - blogs, 6. Types of Content Writing - headlines, tickers & scrolls 7. Types of Content Writing - social media posts 	15
3	<p>Process of Content Writing</p> <ol style="list-style-type: none"> 1. Understanding the brief, research, and preparation, brainstorming 2. Writing headlines: News headlines and feature headlines 3. Writing social media post: for various social networks including twitter, facebook, instagram etc 4. Writing emails: Promotional, Personal etc 5. Writing blogs: Informative, How-to-guides, etc 6. Editing and Proofreading Analyzing Content Performance 	15
Case Study Scenario		
M1	<p>Content Writing, Branding, and Ethics</p> <p>A start-up skincare brand hired a content writer to improve its online presence. The writer created blog articles, social media posts, and promotional emails using online sources and AI writing tools. Within a few weeks, the brand gained higher engagement, but a competitor accused the company of copying content from existing websites. The brand also noticed that some AI-generated content lacked originality and brand voice.</p>	
M2	<p>Process and Types of Content Writing</p> <p>An educational institution planned a digital campaign to promote a new online course. The content writer was asked to prepare attractive headlines, social media posts for Instagram and Twitter, promotional emails, and an informative blog explaining the benefits of the course. After publishing, the institution analyzed likes, shares, email open rates, and website traffic to evaluate content performance.</p>	

References:

1. Web Content: A Writer's Guide by Lynda Felder – A concise guide to writing effective web content, addressing unique challenges of digital platforms.
2. Content Writing 101 by Joice Carrera – Covers the basics of content writing, including SEO, editing, and proofreading.
3. One Hour Content Plan by MeeraKothand – Focuses on planning and creating engaging blog content.
4. The One Page Content Marketing Blueprint by Prafull Sharma – A practical guide to content marketing strategies.
5. Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content by Ann Handley – A comprehensive book on writing quality content for digital platforms.

Semester End Evaluation (50 Marks)**Time : 2 Hours****Paper Pattern**

Questions No.	Questions	Marks
1	Question 01 - Module 01	15
2	Question 02 - Module 02	15
3	Question 03 - Module 03	15
4	Question 04 - Case Study	05

BOS	MASS MEDIA				
Course	Introduction to Multimedia				
Course Code	HUAMC104	Level	4.5		
			Theory	Practical	Total
Semester	I	Credits - 03	02	01	03
Type	SEC	No of Teaching hours	45	-	45
Evaluation/ Assessment	Total Marks	Semester End	Continuous	Practical	
	150	50	50	50	

Learning Objectives	
1	To introduce the fundamental concepts and significance of multimedia in contemporary communication.
2	To familiarize students with basic tools and software used in multimedia creation across various platforms..
3	To develop students' practical skills in designing simple multimedia content using text, audio, video, and images.

Course Outcomes	
CO1	Students will be able to identify and explain the key elements and applications of multimedia in everyday life and media industries.
CO2	Students will be able to demonstrate basic proficiency in using multimedia tools such as Canva, CapCut, and PowerPoint for content creation.
CO3	Students will be able to create and present a basic multimedia project by integrating text, images, audio, and video.

Modules At Glance

Module No.	Content	No. of Hours	Mapping with CO
I	Basics of Multimedia	15	CO 1
II	Tools and Software for Multimedia Creation	15	CO 2
III	Multimedia Projects	15	CO 3

Syllabus

Module No.	Content	No. of Hours
1	Basics of Multimedia: <ol style="list-style-type: none"> 1. Definition and Importance of Multimedia 2. Role of Multimedia in daily life and media industry 3. Elements of Multimedia: 4. Text, Images, Audio, Video, Animation 5. Multimedia Platforms: 6. Web, Mobile Apps, Presentations, Video Games 7. Careers in Multimedia 8. Basic overview of job roles: Graphic Designer, Animator, Video Editor, etc. 	15
2	Tools and Software for Multimedia Creation: <ol style="list-style-type: none"> 1. Introduction to Graphic Tools 2. Canva or Adobe Photoshop (Basic Functions) 3. Audio and Video Editing Tools 4. AudioCapCut or Adobe Premiere Rush (Basic Video Editing) 5. Presentation Tools 6. Microsoft Powerpoint or Google Slides (Adding Media, Transitions) 7. Basic File Format & Storage 8. Image:jpg, png mp3, Video mp4 	15
3	Multimedia Projects: <ol style="list-style-type: none"> 1. Creating a Digital Poster 2. Using Canva or PowerPoint for a social message or event 3. Making a Photo 4. Using a Powerpoint or CapCut 5. Recording and Editing Voice Narration Using phone or Audacity 6. Mini Multimedia Presentation 7. Combine text, images, and audio into a short presentation 	15
Case Study Scenario		
M1	Multimedia Tools and Platforms A college cultural committee planned to promote its annual fest using digital media. A student multimedia team was assigned to create a digital poster, a short promotional video, and a multimedia presentation. They used Canva for posters, CapCut for video editing, mobile phones for recording visuals and voice narration, and PowerPoint to combine text, images, audio, and transitions. The content was shared on social media and college websites.	
M2	Multimedia Projects and Social Communication A group of students created a multimedia project to spread awareness about road safety. They designed a digital poster using PowerPoint, recorded voice narration using a mobile phone, edited the audio using Audacity, and created a short video message using CapCut. The final presentation combined text, images, audio, and transitions and was shared during a college seminar.	

References:

1. Tay Vaughan. Multimedia: Making It Work. 9th ed., McGraw-Hill Education, 2014.
2. Ze-Nian Li, and Mark S. Drew. Fundamentals of Multimedia. 2nd ed., Springer, 2014.
3. Kogent Learning Solutions Inc. Multimedia and Web Technology. Dreamtech Press, 2012.
4. Jennifer Smith. Photoshop CC Digital Classroom. Wiley India, 2014.
5. Peter Norton. Peter Norton's Introduction to Computers. McGraw Hill Education, 2017.

Semester End Evaluation (50 Marks)**Time : 2 Hours****Paper Pattern**

Questions No.	Questions	Marks
1	Question 01 - Module 01	15
2	Question 02 - Module 02	15
3	Question 03 - Module 03	15
4	Question 04 - Case Study	05

Practical Evaluation Pattern 50 Marks

Questions No.	Questions	Marks
1	Social Awareness through Poster Making	20
2	Mini Multimedia Presentation	20
3	Class Participation	05
4	Attendance (On a pro-rata basis)	05